What is claimed is:

1. A method, comprising:

receiving a call request from an entity to establish an interactive call session;

receiving information associated with the entity; and

providing the information in the call request.

2. The method of claim 1, wherein receiving the information comprises receiving the information from a storage device.

3. The method of claim 2, wherein receiving the information from the storage device comprises receiving the information from a database stored in the storage device.

4. The method of claim 3, wherein receiving the information from the database comprises receiving the information using structured query language messages.

5. The method of claim 1, wherein providing the information comprises adding the information in a body portion of the call request.

6. The method of claim 5, wherein providing the information comprises using at least one of a Session Initiation Protocol control gateway interface and Session Initiation Protocol servlet.

7. The method of claim 6, wherein providing the information comprises updating a content-type field of the call request in response to adding the information to the body portion of the call request.

8. The method of claim 7, wherein updating the content-type field comprises updating the content-type field to a multipart/mixed type.

9. The method of claim 6, wherein providing the information comprises updating a content-length field of the call request based on at least the information added to the body portion of the call request.

10. The method of claim 1, wherein providing the information comprises forwarding the call request to a presentation device.

11. The method of claim 1, wherein providing the information comprises providing the information as Multipurpose Internet Mail Extensions type.

12. The method of claim 11, wherein providing the information comprises providing the call request having portions according to one or more of formats selected from the group consisting of a Session Description Protocol, an audio format, a video format, a web page format, and an electronic mail format.

13. The method of claim 1, wherein receiving the call request comprises receiving a Session Initiation Protocol message.

14. The method of claim 13, wherein receiving the request comprises receiving an Invite request.

15. The method of claim 1, wherein receiving the call request comprises receiving a call request to establish a real-time, interactive call session between the calling entity and the called party.

16. The method of claim 1, further comprising determining a type of the information and initiating a corresponding application to process the information.

17. The method of claim 16, wherein initiating the application comprises executing a web browser application.

18. The method of claim 1, wherein providing the information comprises providing the information that is in a Multipurpose Internet Mail Extensions format selected from a group consisting of Java Enhanced Session Initiation Protocol, Hyper Text Markup Language, and Extensible Markup Language.

19. An apparatus for use in a data network, comprising:

an interface to receive an invitation from a party over the data network to establish a call session, the invitation comprising a header portion and a body portion of the invitation; and

a controller communicatively coupled to the interface, the controller to provide calling party information in the body portion of the invitation, wherein the calling party information is based on a portion of information stored in the header portion.

20. The apparatus of claim 19, wherein the controller is adapted to look up the calling party information from a storage unit.

21. The apparatus of claim 20, wherein the controller is adapted to look up information in a database stored in the storage unit.

22. The apparatus of claim 19, wherein the controller is adapted to append the calling party information in the body portion of the invitation using at least one of a Session Initiation Protocol control gateway interface and Session Initiation Protocol servlet.

23. The apparatus of claim 19, wherein the controller is adapted to append the calling party information in the body portion of the invitation.

24. The apparatus of claim 23, wherein the controller is adapted to update a content-length field in the header portion of the invitation based on at least the appended calling party information.

25. The apparatus of claim 24, wherein the controller is adapted to update a content-type field in the header portion of the invitation based on at least the appended calling party information.

26. The apparatus of claim 25, wherein the controller is adapted to update the content-type field to indicate multipart/mixed type.

27. The apparatus of claim 26, further comprising the controller adapted to display the calling party information.

28. The apparatus of claim 19, wherein the invitation comprises a Session Initiation Protocol message.

29. The apparatus of claim 28, wherein the invitation comprises an Invite request.

30. The apparatus of claim 19, wherein the controller is adapted to forward the invitation comprising the calling party information to a presentation device.

31. The apparatus of claim 19, wherein the controller is adapted to provide the calling party information of Multipurpose Internet Mail Extensions type.

32. The apparatus of claim 31, wherein the calling party information of the Multipurpose Internet Mail Extensions type is selected from a group consisting of Java Enhanced Session Initiation Protocol, Hyper Text Markup Language, and Extensible Markup Language.

33. An article comprising at least one machine-readable storage medium containing instructions that when executed cause a system to:

receive a first call request from a first entity to establish a call session with a second entity;

look up calling party information in response to receiving the first call request; and

generate a second call request to the second entity, wherein the second call request contains the calling party information.

34. The article of claim 33, wherein the at least one machine-readable storage medium contains instructions that when executed cause the system to receive a Session Initiation Protocol message.

35. The article of claim 34, wherein the at least one machine-readable storage medium contains instructions that when executed cause the system to receive a Session Initiation Protocol Invite message.

36. The article of claim 35, wherein the at least one machine-readable storage medium contains instructions that when executed cause the system to include at least a portion of the contents of the first call request within the second call request.

37. A data signal embodied in a carrier wave and containing instructions that when executed cause a system to:

receive a request from an entity to establish a call session, the request having a header portion and a body portion;

look up calling party information in response to receiving the request; and

provide the calling party information in the body portion of the request.

38. The data signal of claim 37, wherein the instructions when executed cause the system to provide the calling party information by adding the calling party information to the request using one of a Session Initiation Protocol control group interface and Session Initiation Protocol servlet.

39. A method of establishing a call session in a data network, comprising:

intercepting a Session Initiation Protocol message to initiate an interactive call session;

storing the calling party information in the Session Initiation Protocol message; and

transmitting the Session Initiation Protocol message to a presentation device.

40. The method of claim 39, further comprising:

receiving the transmitted Session Initiation Protocol message; and

presenting the calling party information at the presentation device.

Exhibit 1002 - Page 23